MEASURING CORPORATE VOLUNTEERISM

HIGHLIGHTS

The research, conducted over a six-month period in early 2004, includes interviews with community relations/volunteer managers and senior executives from 47 major U.S. companies and representatives from 39 non-profit organizations. The study highlights a growing commitment to community involvement and explores in detail: why corporations support volunteerism, how they measure success and the keys to the most successful programs.

I. The Corporate Commitment to Volunteerism

- ➢ **100%** of corporate executives believe that senior management should actively volunteer
- ➢ **100%** of corporate executives believe their companies should financially support volunteerism
- ➢ **97%** of corporate executives believe their companies should have dedicated volunteer staff
- ➢ **85%** of companies allow employees to volunteer during the workday
- ➢ Ideally, companies should budget *$12.34 per employee* to maintain a successful volunteer program
- ➢ **45%** of CR/volunteer managers and **42%** of senior executives believe their companies should provide employees with paid time-off to volunteer during the workday

II. Why Companies Need to Support Volunteerism

CR/volunteer managers and senior executives overwhelmingly agree on the reasons why their companies should support volunteerism.

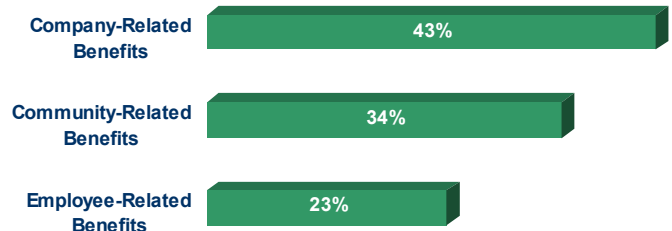| *CR/Volunteer Managers*	*Senior Executives*
1. It's Part of Being a Good Corporate Citizen	1. It's Part of Being a Good Corporate Citizen
2. It's Part of the Corporate Culture	2. It's Part of the Corporate Culture
3. Generates Various Employee Benefits	3. It's "The Right Thing to Do"
4. It's "The Right Thing To Do"	4. Strengthens Employee Relations
5. Generates Various Corporate/Business Benefits	5. Generates Various Corporate/Business Benefits

III. Value/Benefits of Corporate Volunteer Programs

While CR/volunteer managers and senior executives may agree on the reasons why their companies should support volunteerism, executives tend to emphasize how volunteerism benefits the community while managers emphasize how volunteerism benefits the company.

SENIOR EXECUTIVES

Community-Related Benefits	43%
Company-Related Benefits	31%
Employee-Related Benefits	25%

CR/VOLUNTEER MANAGERS

Company-Related Benefits	43%
Community-Related Benefits	34%
Employee-Related Benefits	23%

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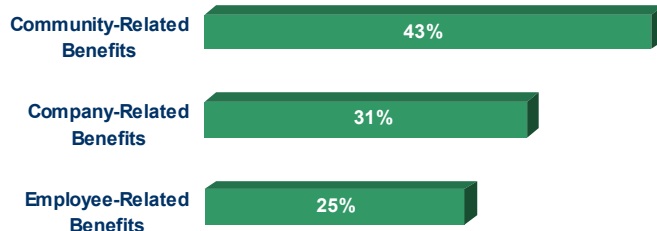
IV. Non-profit Challenges

➢ While most non-profits feel corporate volunteers provide a number of value-added benefits, many corporate programs fail to effectively respond to the true volunteer needs in their community.

➢ Companies often have unrealistic expectations on the impact their involvement can have and the time it takes to achieve real results.

➢ Companies often fail to realize the strain planning and organizing group projects puts on a non-profit's resources.

➢ Companies can put undue pressure on organizations to come up with ideas/projects for volunteers to do, particularly when there isn't a need.

➢ Oftentimes employees are not available when they are most needed, especially during the workday.

➢ Some companies are more concerned that their employees have an enjoyable experience rather than ensuring that the clients' or projects' needs are addressed.

V. Key Attributes of Successful Programs

CR/volunteer managers identified the following as the top 10 attributes necessary to build and maintain a successful corporate volunteer program. This report, *Measuring Corporate Volunteerism*, examines to what degree these attributes truly impact success.

CR/Volunteer Managers

1. Senior Management Buy-In & Support
2. Active, On-Going Internal Communications
3. Employee-Friendly Programs & Practices
4. Dedicated Staff
5. Dedicated Budget & Resources

6. Recognition
7. Formal & Appropriate Structure
8. Employee Ownership
9. Measurement & Evaluation
10. Part of Corporate Culture

VI. Predicting Success

The success of a corporate volunteer program cannot, nor should not, be based solely on the level of employee participation, but rather on how well the program is managed against its goals and objectives. LBG Associates has produced a model, which is over 99% accurate, to help CR/volunteer managers structure and implement a successful volunteer program. The graph represents each of the model's 12 components' ability to independently predict success.

Predictors of Success - Managers

Attribute	Value
Volunteer recognition	99.86%
Program structure	94.91%
Budget levels	81.08%
Employee participation	78.13%
External communications	75.18%
Providing paid time-off	68.02%
Work-release policies	52.14%
Internal communications	45.44%
Training	40.67%
Staffing levels	13.21%
Measurement and evaluation	13.17%
Senior management participation	3.09%